

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
NEW APPLICATION  
09/893975

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

6-29-01  
HEREWITH

GROUP

UNKNOWN

1c903 U.S. P.  
09/893775

06/29/01

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
AA		5,948,061	09/07/99	Merriman et al.			
AB							
AC							
AD							
AE							
AF							
AG							
AH							
AI							
AJ							
AK							
AL							
AM							
AN							

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
AO						
AP						
AQ						
AR						
AS						
AT						
AU						
AV						

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

AW	
AX	
AY	
AZ	

Examiner

Date Considered

\*Examiner: Initial if reference is considered; whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
NEW APPLICATION  
20/843775

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

HEREWITH

GROUP

UNKNOWN

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>DLL</i>	AA	6,076,068	06/13/00	DeLapa et al			
<i>DLL</i>	AB	6,076,069	06/13/00	Laor			
<i>DLL</i>	AC	5,515,270	05/07/96	Weinblatt			
<i>DLL</i>	AD	5,907,830	05/25/99	Engel et al			
<i>DLL</i>	AE	5,909,023	06/01/99	Ono et al			
<i>DLL</i>	AF	5,970,124	10/19/99	Csaszar et al			
<i>DLL</i>	AG	5,974,396	10/26/99	Anderson et al			
<i>DLL</i>	AH	6,009,411	12/28/99	Kepecs			
<i>DLL</i>	AI	6,014,634	01/11/00	Scroggie et al			
<i>DLL</i>	AJ	6,026,370	02/15/00	Jermyn			
<i>DLL</i>	AK	6,035,280	03/07/00	Christensen			
<i>DLL</i>	AL	6,055,509	04/25/00	Powell			
<i>DLL</i>	AM	6,055,510	04/25/00	Henrick et al			
<i>DLL</i>	AN	6,070,147	05/30/00	Harms et al			

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
<i>DLL</i>	AO	WO 98/21713	05/22/98	WIPO		XX
	AP					
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

<i>DLL</i>	AW	IntelliQuest Looks For Interaction With Loyalty, Web Traffic Programs, Electronic Advertising & Marketplace Report, Lexis-Nexis, October 20, 1998.
<i>DLL</i>	AX	IntelliQuest and CoolSavings Offer Innovative Online Customer Relationship Management Program for Technology Vendors, Business Editors & Technology Writers, Lexis-Nexis, September 30, 1998
<i>DLL</i>	AY	In This Computer Age, Who Needs Coupons?, The New York Times, June 15, 1989
	AZ	

Examiner

Date Considered

7-8-13

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
NEW APPLICATION  
09/893770

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

HEREWITH

GROUP

UNKNOWN

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
DL	AA	5,848,396	12/08/98	Gerace			
DL	AB	5,761,648	06/02/98	Golden et al.			
DL	AC	5,056,019	10/08/91	Schultz et al.			
DL	AD	5,353,218	10/04/94	De Lapa et al.			
DL	AE	5,459,306	10/17/95	Stein et al.			
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						
	AM						
	AN						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
DL	AO	WO 97/23838	07/03/97	WIPO	XX	
DL	AP	0 512 509 A2	11/11/92	Europe	XX	
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

Date Considered

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
NEW APPLICATION  
09/893770

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

HEREWITH

GROUP

UNKNOWN

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
DLV	AA	5,687,322	11/11/97	Deaton et al.			
DLV	AB	5,806,044	09/08/98	Powell			
DLV	AC	5,857,175	01/05/99	Day et al.			
DLV	AD	5,832,457	11/03/98	O'Brien et al.			
DLV	AE	5,855,007	12/29/98	Jovicic et al.			
DLV	AF	5,201,010	04/06/93	Deaton et al.			
DLV	AG	5,237,620	08/17/93	Deaton et al.			
DLV	AH	5,621,812	04/15/97	Deaton et al.			
DLV	AI	5,592,560	01/07/97	Deaton et al.			
DLV	AJ	5,642,485	06/24/97	Deaton et al.			
DLV	AK	5,644,723	07/01/97	Deaton et al.			
DLV	AL	5,305,196	04/19/94	Deaton et al.			
	AM						
	AN						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES	NO
	AO					
	AP					
	AQ					
	AR					
	AS					
	AT					
	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

Date Considered

7-6-13

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONT  
Client Ref: OBSP/5R-GARDSERIAL NO.  
~~NEW APPLICATION~~  
09/843775

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

HEREWITH

GROUP

UNKNOWN

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

DL L AAA Internet Directory Distributes Electronic Coupons, Dialog Business Wire, May 9, 1994

DL L AAB 2nd 'Net Bank Opens for Business, John Fontana, Dialog Business Wire, 1996.

AAC

AAD

AAE

AAF

AAG

AAH

AAI

AAJ

AAK

AAL

AAM

AAN

AAO

AAP

AAQ

Examiner

Date Considered

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Form PTO 1449  
(Modified)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY DOCKET NO.  
209745US25XCONTSERIAL NO.  
NEW APPLICATION  
097843775

## LIST OF REFERENCES CITED BY APPLICANT

APPLICANT

WILL H. GARDENSWARTZ ET AL

FILING DATE

HEREWITH

GROUP

UNKNOWN

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>BL</i>	AA	5,283,731	02/01/94	Lalonde et al			
<i>BL</i>	AB	5,649,114	07/15/97	Deaton et al			
<i>BL</i>	AC	5,855,008	12/29/98	Goldhaber et al			
	AD						
	AE						
	AF						
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						
	AM						
	AN						

## FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION	
					YES	NO
<i>BL</i>	AO	DE 196 41 092 A 1	04/09/98	Germany		X
<i>BL</i>	AP	WO 97/12486	04/03/97	WIPO	X	
	AQ	EP 0 822 535 A2	02/04/98	Europe	X	
	AR					
	AS					
	AT					
	AU					
	AV					

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)

	AW	
	AX	
	AY	
	AZ	

Examiner

Date Considered

7-6-03

\*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

## Notice of References Cited

Application/Control No.

09/8937X

Applicant(s)/Patent Under  
Reexamination  
GARDENSWARTZ ET AL.

Examiner

Art Unit

Page 7 of 9

## U.S. PATENT DOCUMENTS

*		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **	
							APS	OTHE
<input checked="" type="checkbox"/>	A	6,055,573	Apr. 2000	Gardenswartz et al.	709	224	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	B	5,970,469	Oct. 1999	Scroggie et al.	705	14	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	C						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	D						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	E						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	F						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	G						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	H						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	I						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	J						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	K						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	L						<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	M						<input type="checkbox"/>	<input type="checkbox"/>

## FOREIGN PATENT DOCUMENTS

*		DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **	
								APS	OTHER
<input type="checkbox"/>	N							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	O							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	P							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Q							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	R							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	S							<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	T							<input type="checkbox"/>	<input type="checkbox"/>

## NON-PATENT DOCUMENTS

*		DOCUMENT (Including Author, Title Date, Source, and Pertinent Pages)	DOCUMENT SOURCE **	
			APS	OTHER
<input type="checkbox"/>	U		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	V		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	W		<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	X	<i>Robert J. Popoff 6 January 2001</i>	<input type="checkbox"/>	<input type="checkbox"/>

\*A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

\*\*APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

Notice of References Cited

Part of Paper No. 8

7-6-03

Form PTO 1449 (Modified)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		ATTY DOCKET NO.		SERIAL NO. <b>NEW APPLICATION</b> <i>09/1893775</i>	
LIST OF REFERENCES CITED BY APPLICANT				APPLICANT Will H. GARDENSWARTZ, et al.		FILING DATE HEREWITH	
				GROUP UNASSIGNED			
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUB CLASS	FILING DATE IF APPROPRIATE
<i>PLV</i>	AA	4,882,675	11/21/89	Steven NICHTBERGER, et al.			
<i>PLV</i>	AB	5,249,044	09/28/93	Henry VON KOHORN			
<i>PLV</i>	AC	5,285,278	02/08/94	Michael J. HOLMAN			
<i>PLV</i>	AD	5,287,181	02/15/94	Michael J. HOLMAN			
<i>PLV</i>	AE	5,380,991	01/10/95	Luis VALENCIA, et al.			
<i>PLV</i>	AF	5,483,049	01/09/96	Everett E. SCHULZE, JR.			
	AG						
	AH						
	AI						
	AJ						
	AK						
	AL						
	AM						
	AN						
FOREIGN PATENT DOCUMENTS							
		DOCUMENT NUMBER	DATE	COUNTRY	TRANSLATION YES NO		
<i>PLV</i>	AO	WO 98/15907	04/16/98	WIPO	XXX		
	AP						
	AQ						
	AR						
	AS						
	AT						
	AU						
	AV						
OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, etc.)							
	AW						
	AX						
	AY						
	AZ						
Examiner <i>[Signature]</i>					Date Considered <i>7-6-93</i>		
*Examiner: Initial if reference is considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							



ORM PTO-892

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

SERIAL NO.

GROUP ART  
UNITATTACHMENT  
TO PAPER NO.

14

NEW APPLN.

UNKNOWN

APPLICANT(S)

Gardenswartz et al

## NOTICE OF REFERENCES CITED

## U.S. PATENT DOCUMENTS

	DOCUMENT NO.	DATE	NAME	CLASS	SUB-CLASS	FILING DATE
A	5,852,775	12/1998	Hidary	455	404	
B	5,809,481	9/1998	Baron et al	705	14	
C	5,809,242	9/1998	Shaw et al	709	217	
D	5,724,521	3/1998	Dedrick	705	26	
E	5,636,346	6/1997	Saxe	705	1	
F						
G						
H						
I						
J						
K						

## FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUB-CLASS
L						
M						
N						
O						
P						
Q						

## OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

R	
S	
T	
U	

EXAMINER

V. Vu

DATE

November 18, 1999

Form 892ccs2106b

\* A copy of this reference is not being furnished with this office action.  
(See Manual of Patent Examining Procedure, section 707.05(a).)